

YOUR FIRST DOOR
* * *To a TREASURE
HOUSE of BEAUTY*

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LESSON ONE



YOUR FIRST DOOR TO A TREASURE HOUSE OF BEAUTY

WELCOME to Fireside Membership! And let me renew my pledge to do for you everything that I would wish one of experience to do for me. From here on your course will be made profitable, easy and more enjoyable than any form of entertainment you may mention—for you are to develop your CREATIVE NATURE!

You have thought that the secret of painting was hard. It will be my job to show

you how easy it really is, once you have the Fireside Three-Step Method. You have thought that design was difficult. Here in this first lesson I will show you its simple nature. You have doubted your skill in harmonizing colors. Now color harmony is going to be made as simple as the alphabet. Within an hour you will know the joy of seeing a thing of your own creation spring into life.

Color—The Birthplace of Emotion

First let me give you a proper idea of the great part color plays in your life. Look about you in your home or recall to mind the homes of your friends. How much is color responsible for charm and comfort? Think of the effect of color on your dress. Bring to mind the hundreds of companies making ordinary things like kitchen tables, refrigerators, chairs, cooking utensils, china, and think of the gay pictures of these drab articles IN COLOR!

Color can depress, it can excite. Color can make you moody, it can raise up your spirits, make you happy, bring you rest and repose or give you a tingling start on a hard task. Color is more important as an influence upon your life than music. For color is all about you subconsciously influencing you—while music bears only an occasional influence.

Let Us Enter the Door to the House of Beauty

Now, let me suggest, before we go a step further: Open up your FIRESIDE ARTIST'S KIT. Spread out a wrapping paper or some old newspaper on your work table. Use the kitchen table if you like.

Start in your mind's eye with your own house. Think of how beautiful you can make your kitchen table. How gay will be that wicker chair when it has been treated to a Fireside color bath. What a joy it will be to plan and paint your bedroom—making the furniture you have seen so often take on new charm, new delight with COLOR.

In this first lesson I will lay for you the foundation of all that is to follow.

Before you finish this book, you will have actually DONE YOUR FIRST DESIGN, MIXED YOUR FIRST COLORS, TURNED OUT YOUR FIRST COMPLETED WORK. Before you complete this lesson you will be seated before your bright cans of enamel, bringing life to line with COLORS.

Sharpen your pencils. Lay out in neat piles your practice boards, your tracing paper and your carbon paper.

Set up in front of you the cans of enamels

in your Artist's Kit. Put on the table a screwdriver or knife for prying open the cans. Dust out your brushes.

Now open your color chart and stand it up against the wall behind the cans of colored enamels.

Now you are ready to start on your first lesson.

Before I give you definite instructions for

doing your first lesson plate I want to digress for just a minute. I want, first, to tell you, quickly in a few words a little about the various branches of Applied Art that I will teach you.

Your lesson today will consist of enameling your first lesson plate, but in quick succession I am going to teach you to become expert in all the following subjects.



Furniture and Novelties Made Beautiful With Enamel

One of the most important and fascinating of the crafts you will learn to master is the artistic application of enamel. This medium is exceedingly simple to use. Yet it is so attractive in appearance when applied to the delightful designs with which you are furnished (and its uses are so many) that you will find it of constant use in your work.

Many pieces of furniture and attractive novelties are made in our own factories. These you may secure at wholesale, factory prices, either in single pieces or in quantities. By the proper application of enamel and design, as we will show you, they can be made irresistible even to the most discriminating customers.

This contented, proud little fellow is enjoying his lessons because he can use his very own furniture. His chair and desk are sturdily made of the best quality wood, and enameled in cheerful colors with an appealing design. The smiling Alpha Puck on the table invites his little chum to know him better, while the interested duckling longs to serve as a paper weight. Both are examples of popular,

enameled Fireside toys. Hundreds of other articles in wood, metal and fibre yield to the



magic of beautiful colors.

* * *

Pottery, too, is now in vogue. Exotic vases, graceful pitchers and attractive sets are constantly being brought into the Fireside studios and tested with suitable decorations. When they show unusual beauty and sufficient utility they are offered to the Guild Members.

A Set Your Friends Will Envy

In the upper left-hand corner on page six you see a handsome pottery beverage set with a mellow gray finish. One's guests always admire such an unusual service, especially when a hand painted design so adds to its charm. The dainty pink of Japanese cherry blossoms and half-opened buds on the luminous gray of the background is delicately suggestive of early spring. You

will revel in work like this and enjoy it more than anything you have ever done.

This unusual beverage set is one of hundreds of wonderful things that were found while seeking out the productive little pottery shops of old Europe. In these shops jovial peasant folk work with sincere pride, carrying out the high ideals of their fathers



A Choice Bit of Peasant Pottery

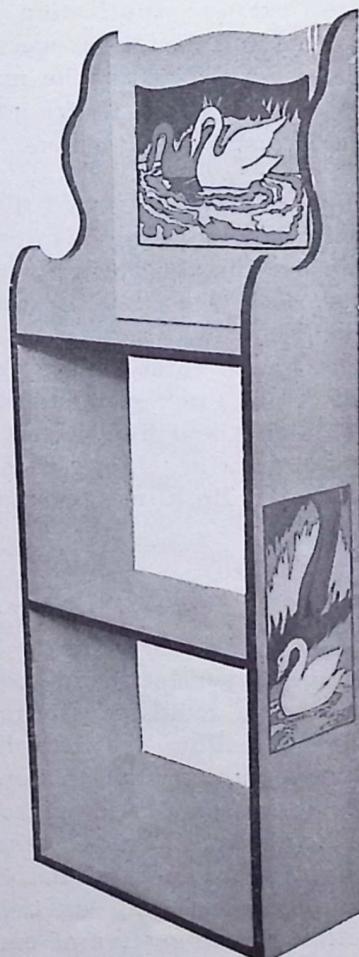
At the left below is a typical Quimper vase. It is one of the many odd and attractive shapes you can get from Fireside. It is hand modeled and hand painted. This assures you that no two articles are exactly alike. This vase is considered rare and valuable and sells for exorbitant prices in two or three of America's greater stores. A supply of such choice articles, the pride of the best European ateliers, is maintained and constantly refreshed with new importations, for the benefit of Fireside Members whose business is too great for them to supply their customers' demands with their handiwork.



Every Medium
of the Artist Will
Fulfill Your
Dream

Graceful shelves of many uses, decorative and practical in every detail, are constantly being designed for your use. Beautiful fire screens and folding screens, always

who made reputations as potters. Quimper, a village in France where the famous Quimper ware is made and has been made for centuries by the peasants, is a delightful, interesting place. By trading directly with these people we have been able to get a plentiful supply of their ware which we can furnish our Members at very low prices, thus giving them the opportunity of making unusually large profits. The quaint charm and scarcity of Quimper ware have made it highly prized among people of acknowledged taste and artistic discretion.



to be found in fashionable homes, are at your disposal. These you can decorate according to your taste, with enamels, oil paints or gesso. The uses of these artistic elements are about to be made clear to you through the famous Three Step Method—a system developed through long experimentation and endorsed by thousands of successful Members.

No one can help but admire a shelf like the one on the foregoing page. It is well made

and strong—fashioned to support a generous load of books or other heavy articles. Choice dishes and bric-a-brac may be safely displayed upon it. The design, which at first seems difficult and elaborate, is really very simple. Anyone could do it by the Fireside method, which you will understand at the end of this lesson. Although this shelf is radically different in design from all other Fireside shelves, it is typical in beauty and fortitude.

The Wonders of Gesso

The bas-reliefs of the Ancient Greeks, the religious panels of the great Della Robbias, the magnificent carved doors of the Middle Ages, all serve as a background to the advent of gesso. Yet it took creators of these classics years to complete them. You can obtain the same effect in a few minutes with gesso, which is applied with a brush, almost as you would apply paint.

This May Soon Grace Your Home

You can see by the carving-like relief work on this magazine holder some of the unique effects possible by the use of gesso. Such work is mysteriously fascinating to the average customer, who usually is of the impression that the gessoed sculptural design is really the result of carving. If finished in metallics it will present the appearance of hammered metal. Nearly all kinds of furniture, picture

frames, plaques, screens, pottery, lamp bases and shades, book ends, and innumerable other articles can be easily and beautifully decorated with this effective and inexpensive material.

This Treasure Chest is Hidden in Your Home

We Will Show You Where to Find it

At the right you see an ancient treasure chest, dragged from a secret chamber in an old castle of Bagdad. It appears to be of green morocco leather embellished with a rich design of hammered antique gold. Everyone who sees it exclaims



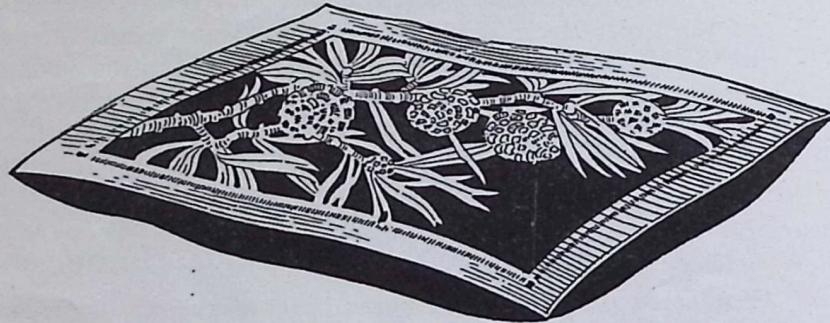
chest design
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breathlessly, "How wonderful!" Just between you and me, this fine old chest is a discarded wooden soap box. The top is fastened with hinges. A Fireside design has been applied according to the Three Step

Method in bold relief with gesso. This was finally finished in an antique metallic effect, and there you have it—a rare old chest! One of your most fascinating lessons will be entirely devoted to gesso and its many uses.

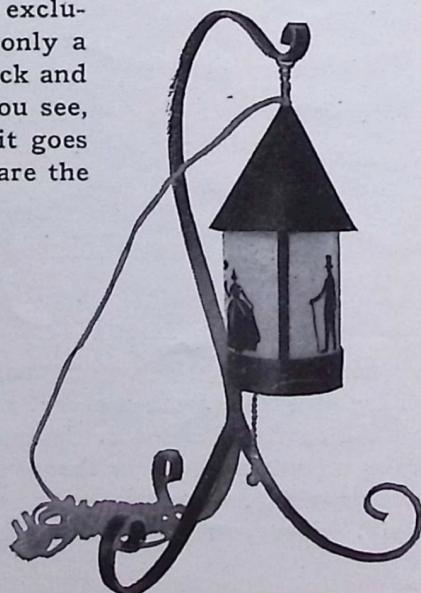
New Uses for Oil Paints

Many people think that oil paints are used only for painting pictures. Pictures should be painted only by accomplished artists, but oil paints are especially well adapted to decorating oilcloth articles. Handbags, pillows, dolls, bridge table covers and luncheon sets, book covers, tray covers, and other things too numerous to mention may be made out of oilcloth and beautifully decorated with oils.



Here is a handsome pillow cover made of black oilcloth and trimmed by the use of oil paints with a pine bough design in shades of green and golden brown. This particular pillow has excited the admiration of thousands. You can make such things as easily as you can cook a meal.

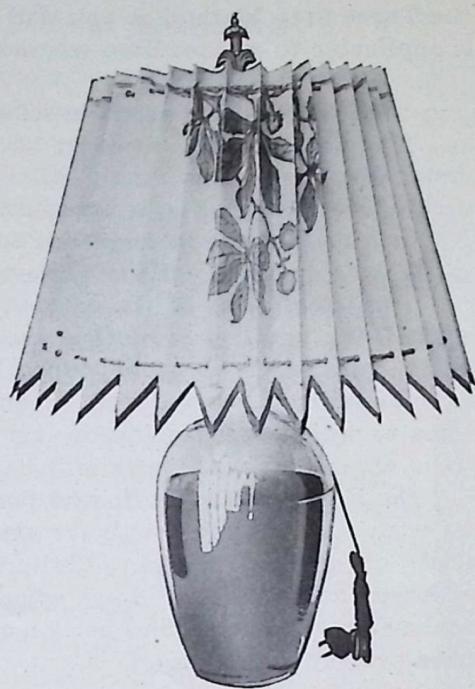
This interesting lamp, known as "The Metropolis," is an exclusive Fireside creation. It has a tremendous appeal and only a few days after it was introduced the orders came in so thick and fast our shipping department was nearly swamped. As you see, it is an ideal type of illumination for an end table, and it goes beautifully on a radio cabinet. Again Fireside designers are the



PARCHMENT

Has become more and more popular in recent years. Parchment shades and similar articles are here to stay. But shades do not represent the only uses for parchment. Beautiful waste baskets can be constructed of this material and decorated with oils. Lanterns with dainty silhouettes bring back the atmosphere of Colonial days.

Many-shaped shields for twinkling candles, softly-glowing wall lamps to hang over the desk or behind your favorite chair; and the stately pleated shades are favored by all who would add dignity to their domestic environment.



pioneers of combined beauty and utility. They keep in constant touch with the art centers of the world and are able to anticipate coming modes in Arts and Crafts. Fireside Members have a decided advantage over other gift shop owners because the many new inventions which are being continually introduced are given exclusively to the Membership.

There is a definite technique for applying oil paints to parchment in such a manner as to preserve its clear translucency. It is very simple—very easy. You will learn all about it in Lesson 18.

Greeting Cards

Every year the demand for hand colored greeting cards has been growing. As the public taste has gradually been turning towards better things in art wares, the question so often asked of greeting cards:—"Is it hand decorated?" has become more and more important. Because of this demand the art of tinting greeting cards has come to be a very profitable as well as an enjoyable pastime for Fireside people. There is one brave Member in San Diego, California, who has been confined to her bed for several years, but who has had the courage through her painful illness to utilize every moment when her mind was clear of the effects of drugs, to work on Fireside Greeting Cards and Giftwares. Although she was flat on her back, she managed to prop her work up before her and use what little strength she had to manipulate her brush. In this way she did a great deal towards meeting her hospital bills. After several set-backs, this optimistic girl is fighting her way to recovery, and rejoicing over her Christmas sales which amounted to seven hundred dollars. Miss Vera M. Crider is probably the greatest of a vast number of temporary invalids and cripples who make Fireside work their joy in life and their means of meeting expenses. Delicate bodies and weary minds are helped to mend by the pleasant occupation and the wonderful feeling of independence that comes from earning money and helping to support one's self.

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Batik

THE VOGUEISH ART OF THE FAR AWAY MALAYS

The beauty-loving aborigines of the tropical Malay jungles have yielded us an art, centuries old, but fresh as a May flower. To us, batik-making is a pleasure and source of great profit. To the Malay, it is a serious

occupation—the only method he knows of decorating the amazingly beautiful fabrics that come from his primitive looms. A savage is bound by conventions. He must do just as his father did. His method is labori-

ous. By using modern inventions we have transformed the art of batik into a simple process that requires nothing more than the carrying out of simple directions. The Fireside Three Step Method is the secret. Of course, batik-making requires the use of wax and dye instead of enamels, paint or gesso,



but the Three Step Method as you will soon see is applicable to any medium whatsoever.

The most beautiful scarfs on the market are batiks. They are by far the most artistic, and bring the highest prices. Batiks have no equal. No imitation can supplant the genuine. With striking designs in gorgeous colors, interwoven by delicate cobwebby lines (caused by the crackling of wax) the spirit of the ancient Malays, who invented the process, is well borne out. No one can resist a batik scarf—or table runner, lamp shade, handkerchief, kimona, wall drape, or any of the many articles to which this fascinating art may be applied. Your experience with batik will be well guided. One of the Fireside Art Staff, who personally assists you with your progress with the art, has created hundreds of original batiks. Throughout the country are homes and public buildings where his handiwork may be seen. You will find batik-making fascinating and a perfect joy to do.

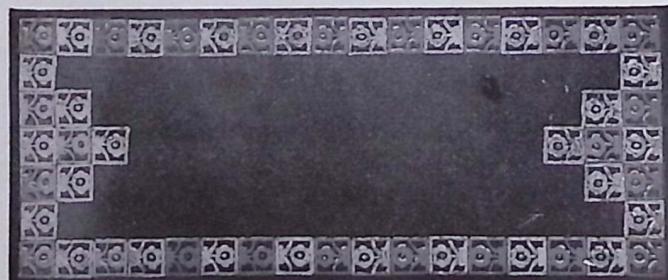
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Block Printing

Block Printing is great fun. Its uses are numerous and practical. It is attractive and easy. What more could you ask? Any fabric, light or dark, heavy or thin, can be easily and stunningly decorated in this manner. Felt is especially adaptable, and table runners, hand bags, hats and pillow covers are only a few of many felt articles that lend themselves to block print decoration.

Curtains with block printed borders are highly artistic. Velvet articles of all kinds are easily beautified by block printing. Many block printed velvet articles, made for table runners or screens, were so exquisite when finished that their original purpose was forgotten in admiration and they were hung upon the walls for decoration. Block print-

The felt table runner below, though apparently very elaborate and decidedly rich looking, is the result of less than an hour's work. A single block was sufficient for the whole thing. Two colors of oil paint are used. Such articles never fail to receive enthusiastic compliments from customers.



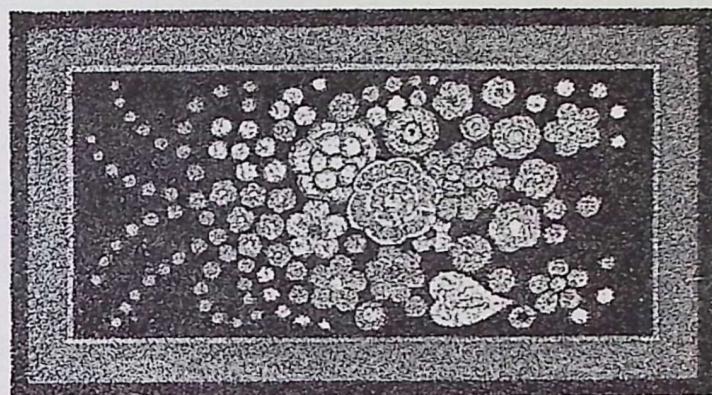
ing is sure to increase your income. It, like all Fireside courses, is accomplished by a simple application of the Three Step Method, the process being completed with a hand-carved linoleum block instead of a brush.

Rug Hooking

Although rug - hooking is not taught in the regular course, I am sure you will be interested in knowing about it, as most of our members find it a delightful and highly remunerative occupation. The rugs themselves are objects of great beauty and durability. Modern tools have cut the labor down to a minimum. The materials used in hooked rugs have been, in the past, either strips of rags cut from old clothing, sheets, drapes, or yarn. If you have ever tried to cut out enough strips of cloth to make a fair sized hooked rug you know what a long and tedious job it is. The hooking is a mere trifle compared to it. And yarn is very expensive, much too expensive to use in great quantities. So one day the idea was evolved in our laboratories that a machine-knit fluff of soft texture and beautiful colors which could be supplied at a very reasonable price, would be the most practical material for hooking rugs. The fluff was tried, proved a success, and is now used extensively.

The Mount Vernon

Below is the Mount Vernon, patterned after a rug found in an old Virginia manor house. A brilliant array of old fashioned flowers against a black background gives it character that is both quaint and dignified. The stately elegance of these colorful rugs has endeared them to the hearts of the home-loving people. They help make the home what it ought to be—comfortable and cozy. And they are so inexpensive and simple to make!



Brass and Copper Etching

Have you ever looked at a handsome brass tray, paper knife, frame, desk set or name plate and wondered how it was done? There is one very effective and easy way to make a relief design on metal and that is by the age-old process of etching. In such work all you have to do, according to our method, is to apply the design with a brush and a specially prepared varnish. The rest is accomplished by the action of the etching acid. Objects of art, beautiful beyond description, may be created in this manner.

* * * *

Only the Beginning of a Happy and Profitable Association

Now, I have briefly touched the high spots of your lessons to follow, and I know that you are anxious to get started in this very interesting work. You will enjoy it from beginning to end. I wish I could take the time and space to tell you some of the interesting stories about Fireside Members all over the world, who are constantly writing me letters of sincere appreciation for the

help they have received from the Home Studio. We who watch over their welfare and guide them in their pleasant ventures find our efforts rewarded every day by expressions of gratitude from Members of the great world-wide family that is Fireside. Here, at my hand, is a letter from a member in South Africa, who encloses a hundred dollar draft for new supplies. She must

have a thriving business indeed—and she is getting new Members for Fireside, too. Another isolated Member in the Arizona desert, with friendly Indians as neighbors, intrigues the willing tourists with Fireside novelties. One Member in the Hudson Bay country receives her mail irregularly during the winter months, only when the dog sled can reach her post. Yet such people find it

possible even in the face of adversity to conduct a profitable business. Is it any wonder that Members living in villages and cities where people are plentiful and hardships are few, grow prosperous through Fireside work and find life interesting and worth while because of it? You will enjoy the fraternal benefits of the great guild as well.

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The Three Step Method

Years of painstaking experimentation have brought about the adoption of the famous Three Step Method, which I am going to explain now, giving you the opportunity to try it out as your first lesson. Turn to page 17 where you will find "Lesson 1, Plate 1" embracing two designs. You will note

that the units or sections of each design are placed far enough apart so that you can apply the various colors without the enamel of one color flowing into another. This makes it unnecessary to wait for each color to dry separately, and speeds up production.

The Conventional Design

Designs are either naturalistic or conventional. Naturalistic designs are accurate, more or less photographic pictures of some object such as a bird or flower. Conventional designs are forms that represent some objects to a certain degree, but with the lines and colors simplified. The identity of the object may be completely lost but that does not matter if the design is pleasing to the eye.

The First Step:

Take from your kit of supplies one sheet of tracing paper, the thin, transparent paper that you will find in your box. Fasten this firmly over the design. If you are using a drawing board, you can fasten it down with thumb tacks. If not, paper clips will do, or thin strips of gummed paper. Now take a pencil, Fireside No. 2, with which you are supplied. Trace the design carefully with it, taking pains to see that every unit is separate and distinct. Be sure to always

use a firm even stroke in drawing, as broken sketchy lines, which are permissible and desirable in a free hand pencil drawing, detract from the beauty of a design.

The Second Step:

Now that you have your tracing, you are ready to transfer it onto the article to be decorated. Your substitute for such an article is a specially prepared lesson plate, a cardboard sheet with a glazed surface on one side and a place for data on the other. Be sure that you fill out the data on each lesson plate. Place a piece of yellow carbon paper, which you will find in your box of supplies, upon the lesson plate, the shiny side of the carbon face down. Place your tracing upon this in the same position that it was when you traced the lines. Fasten the three sheets securely together with paper clips, (now your lesson plate is on the bottom, glazed side up; the yellow carbon paper is next, shiny side down; and the

tracing is on top with the drawn side up) with the edges of the tracing paper and lesson plate fastened together. Then with your sharp pointed pencil, retrace the lines of the design with a firm regular stroke. This will transfer them upon the lesson plate. Leaving two clips holding one side of the three sheets together, examine the drawing to see if any lines have been omitted. If they have, make corrections now.

The Third Step:

The third step consists of painting in the units of the design, according to the numbers given. As you probably will guess, each number indicates a color. Look at your color chart, which you will find in your kit of Supplies. You see 1 representing light green, 2 medium green, 3 dark green, and so on. All Fireside designs are marked in this manner and Members who have done much work know the chart pretty well by heart. All colors may be lightened by the addition of white. Other combinations of colors will be discussed in the lesson upon Color.

Open your cans of yellow, red, blue, green, white and brown enamels. With small sticks, stir your enamels thoroughly until the pigment or sediment is entirely mixed with the oil, giving the whole a creamy consistency.

If your enamel has become too thick, thin it with a few drops of turpentine and a drop or two of oil.

If too thin, let the can stand open for a few hours.

In painting, I try to follow two rules as much as possible. I work from left to right, and top to bottom, so that my hand will not accidentally get into the wet enamel. And, if possible, I begin with the light colors and apply the darker colors afterwards. This is so that if turpentine becomes dirty it

will not stain the lighter shades. Of course you will always clean your brush thoroughly between colors. Use turpentine exclusively for cleaning brushes and thinning enamel.

Paint unnumbered units of the design the same color as corresponding shapes.

I suggest that you begin, then, with the section of Fig. 1 which calls for medium yellow (No. 5). For this shade you will have to add just a little white to your pure yellow enamel. Dip your brush in the yellow and let it run into the cover of the can. Then clean your brush and dip it in the white.

Mix this in the yellow and you will get a lighter shade, which by mixing will finally match medium yellow (No. 5) on your color chart. It is not necessary to absolutely match the color chart, but come as near as you can to matching it.

Take a full brush and carefully follow the inside of the outline. This done, fill in the center. Follow the same system in enameling the rest of the figure, always making the lighter shades by adding white to the pure color. Be sure that you keep your brush always within the outlines and do not fill in the spaces between the sections of the design. These spaces add to the charm of the motif. Be sure that you apply your enamel thick enough so that the practice board will not show through, and try to keep it of an even thickness and shade throughout each section of the design.

When you complete Figure 1, do Figure 2 in the same manner. When this is done, clean up your brushes and put your plate in a clean dry place where no dust will collect upon it while it is drying. When it is thoroughly dry, which should take about twenty-four hours under normal conditions, write your name and address upon the back and send it in to the Home Studio for criticisms and suggestions.

Watch Criticisms

When the plate arrives at the Studio it receives the immediate attention of one of my Artist-critics, all of whom are extremely conscientious and able, and whose work I superintend with the greatest care. Every detail of your plate will be noted carefully and you will be told just how to take advantage of your best qualities and correct your errors. The plate will be on the way back to you within twenty-four hours, and at the same time, a personal letter from one of my Staff will be sent to you. When you receive your plate and criticism, you will study them together. Then as you begin your second plate you can profit by the criticisms on the first, thus avoiding mistakes. You will find that the plates grow more interesting with each lesson, this growth being so gradual and easy that you will never be aware of doing more and more difficult work.

Soon the day will come when you will want to start in business. People will see your

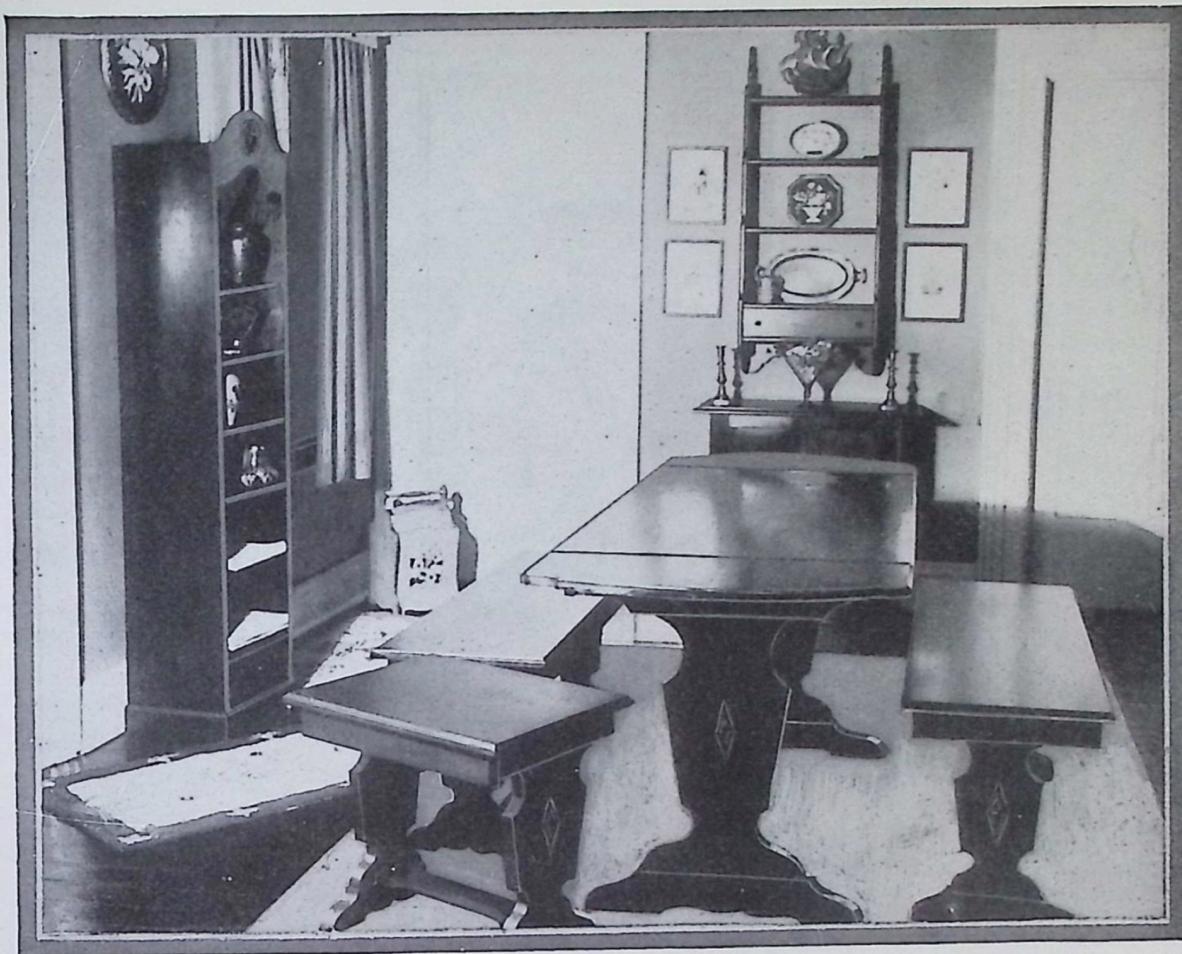
handsomely decorated articles and ask if you will consider doing some for them. They will show them to others, and then a constant demand for your art creations will be developed. Many of our Members tell us that local merchants eagerly seek their co-operation and welcome the chance to display Fireside gifts in their show windows and on their counters. Sometimes they charge a small commission, sometimes they do it gratis. It will not be long before you will want to set aside a room for display, or perhaps you will, instead, solicit the co-operation of a local store. Such problems will be discussed in your lessons on Shops and Merchandising. But your time will come soon now, so be thinking about what you would like to do. One of our happy family in Maine has taken over the very interesting and profitable work of redecorating a large tourist hotel, which she is skillfully doing according to Fireside methods and with Fireside materials.

Profit by Enormous Demand

Soon the number of these Fireside homes will be increasing in your community as they are increasing in many communities all over this nation. It will be up to you to furnish the materials, the inspiration, the incentive to your own territory. It is taken for granted today, that a Fireside Member

is an authority upon all branches of applied art, and when society finds such a mentor it comes to his door. The Fireside sign has become a guide to the best in artwares, and where it hangs business is brisk and profits plentiful.

Gabriel André Petit



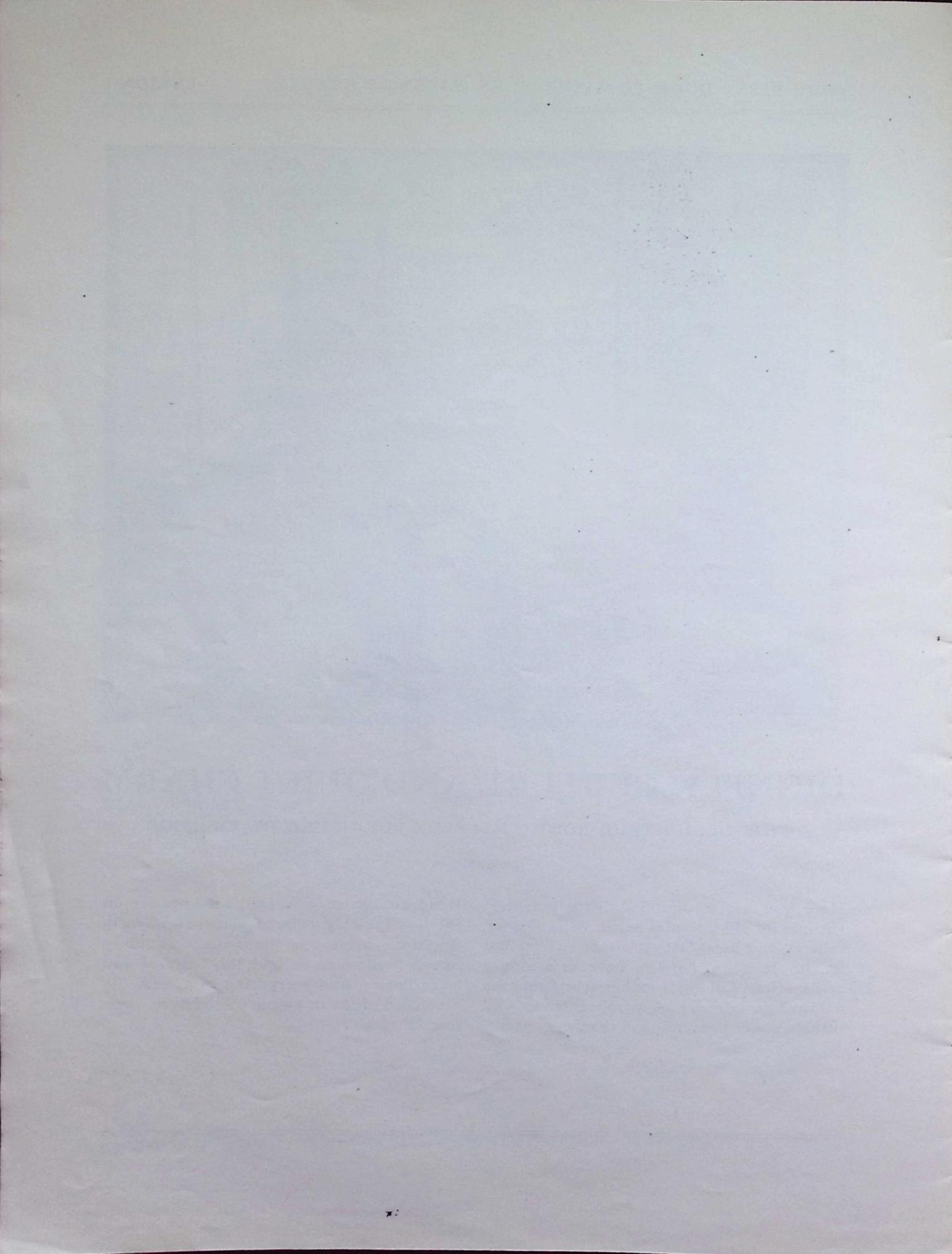
DIGNITY, CULTURE AND QUIET CHARM

THIS DELIGHTFUL ROOM ENTIRELY FURNISHED BY FIRESIDE



Here you see a dignified little breakfast room in an old Colonial home. The shelves, cabinet, and breakfast set are of rich walnut finish. It is not hard to imagine a family of American Colonists gathered around such a board to partake of parched corn, wild turkey, sweet potatoes, and cranberry sauce.

Hand hooked rugs in brilliant hues are on the floors, richly colored plaques and early American prints on the walls. Certainly this is a room to delight the heart of any home lover. And everything in it, with the exception of the large rug on the floor, came from Fireside.



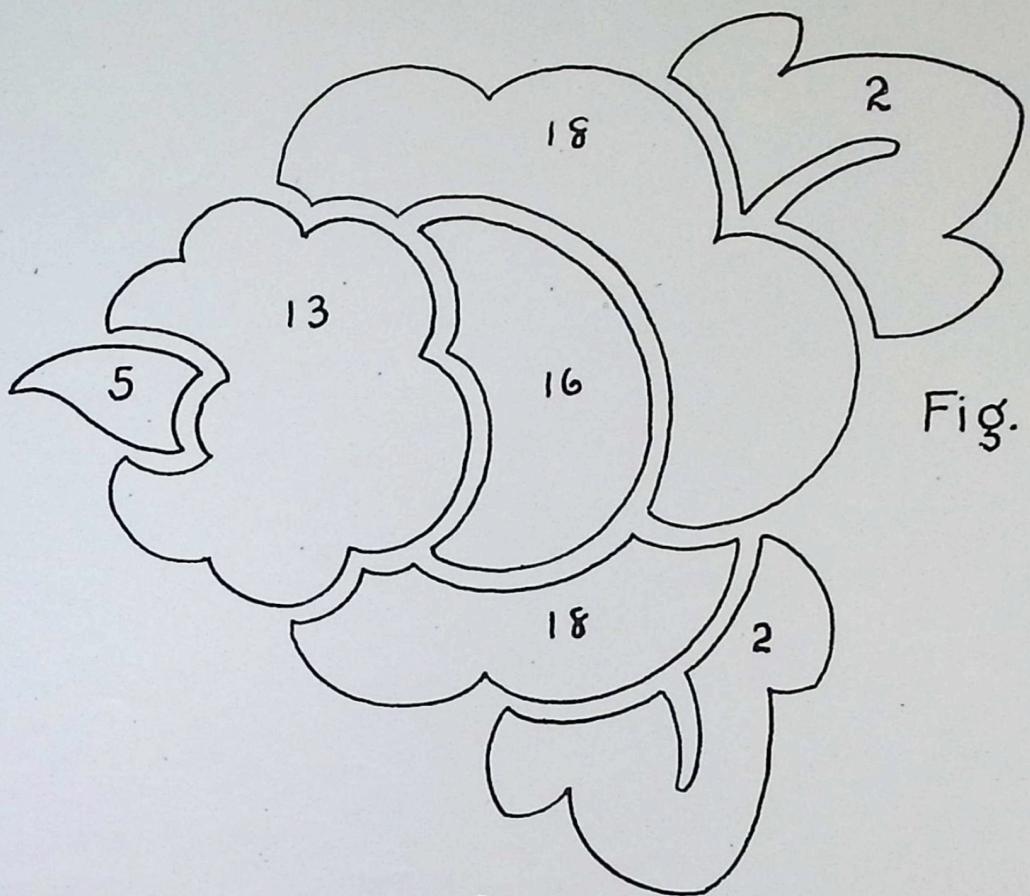
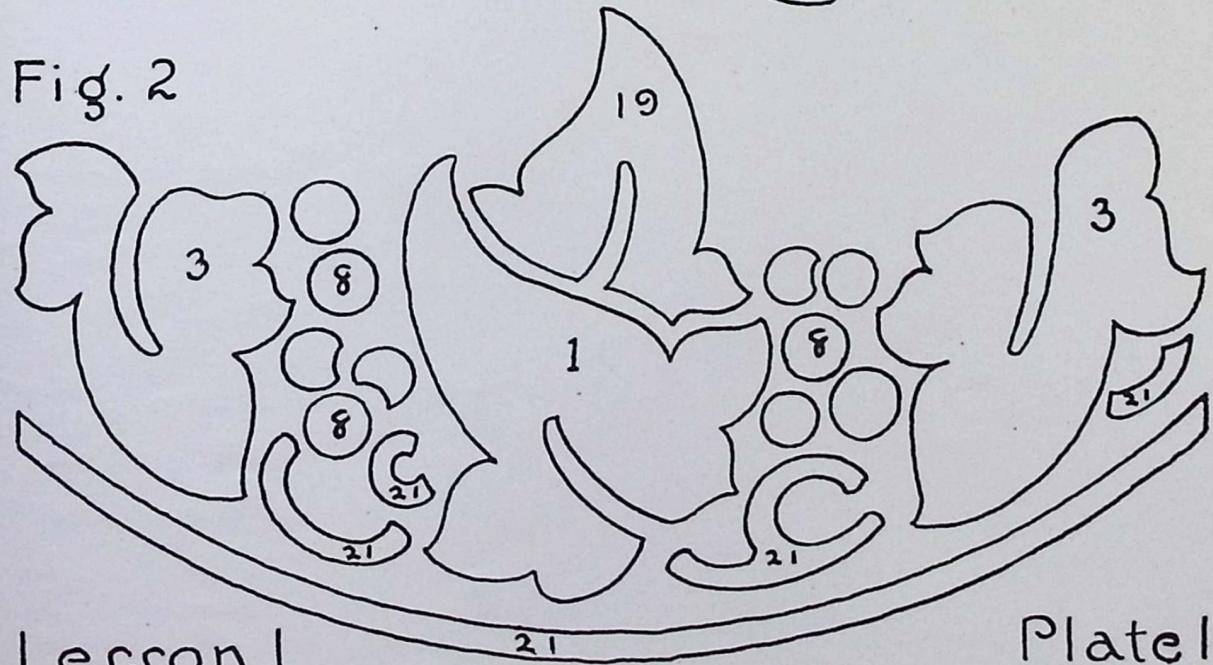
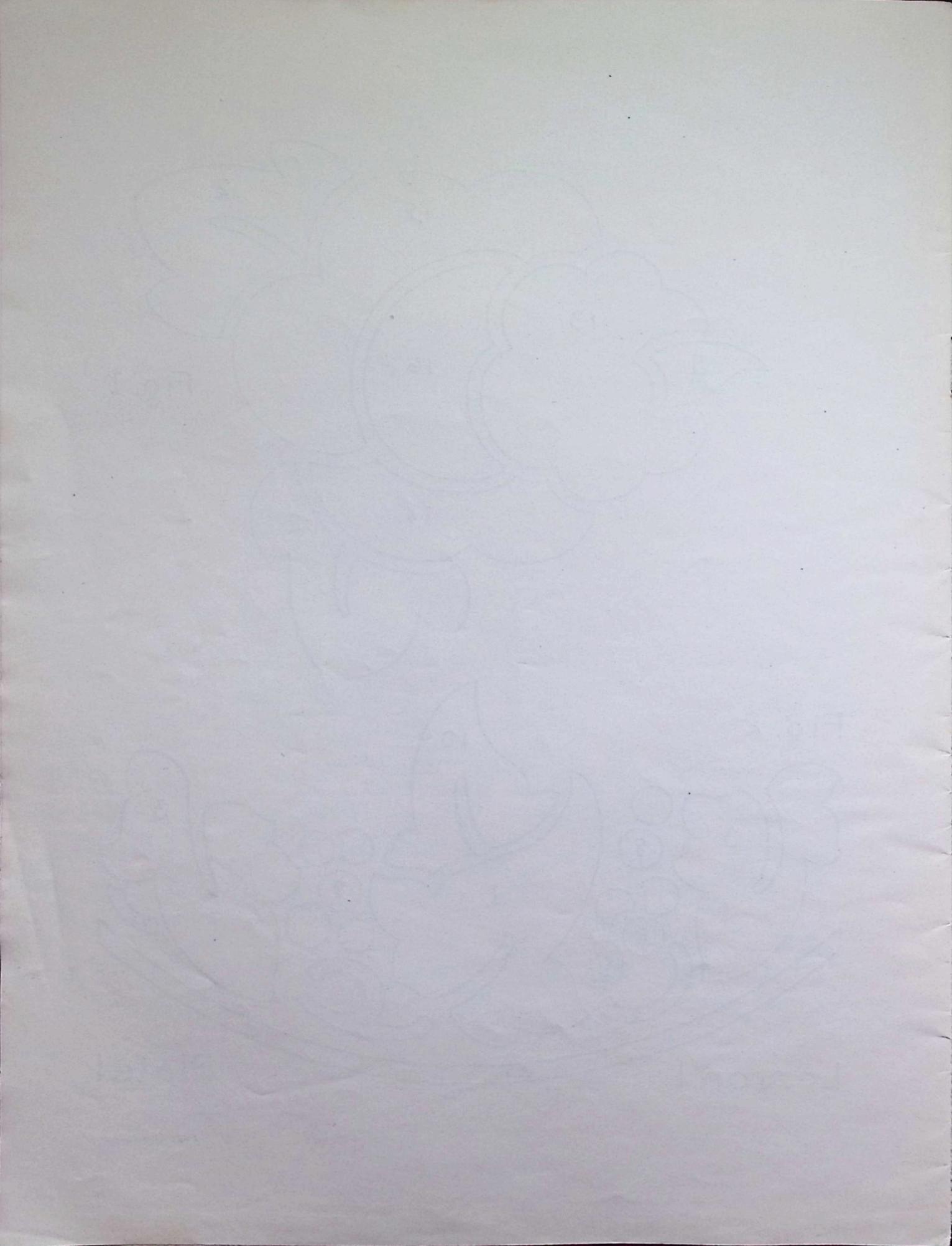


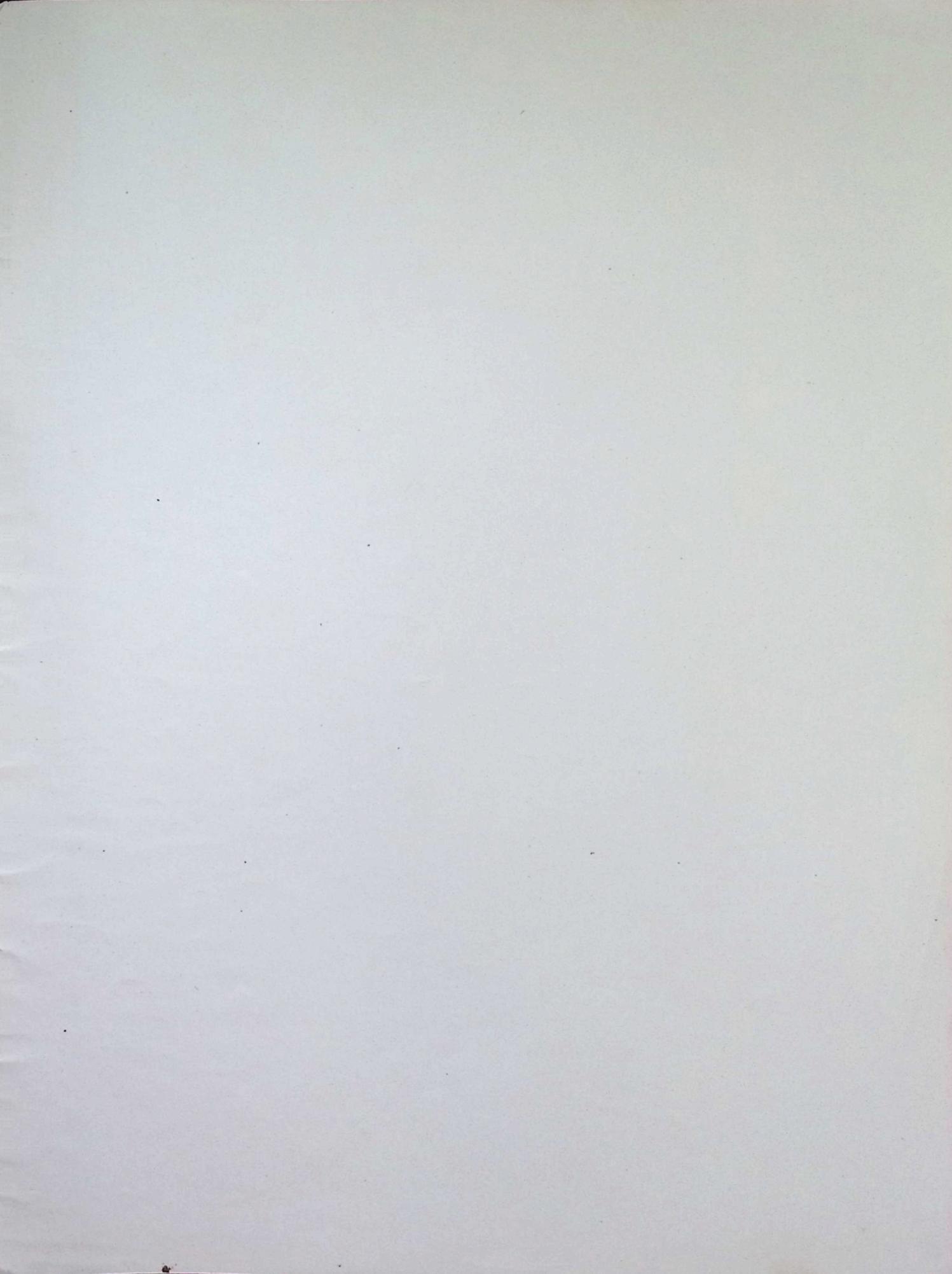
Fig. 2



Lesson 1

Plate 1







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